

Martin O'Malley
Governor

Anthony G. Brown
Lt. Governor



Richard Eberhart Hall, AICP
Secretary

Matthew J. Power
Deputy Secretary

REQUEST FOR PROPOSALS WEB DESIGN FOR SIM INTERACTIVE GAME FOR "PLAN MARYLAND"

(Small Procurement – under \$15,000)

The Maryland Department of Planning (MDP) invites interested and qualified offers to submit proposals for a project in Baltimore, Maryland. The project involves graphical web design that will be used to build an interactive sim game to help illustrate and communicate the guiding principles of a new State Growth Plan known as PlanMaryland.

I. Introduction

In April 2011, the Maryland Department of Planning (MDP) launched a public draft of PlanMaryland, the first state growth plan. The draft plan culminated more than three years of collaboration between MDP, other state agencies, local governments and the public. An extensive outreach process involved more than 50 stakeholder organizations and feedback from more than 2,000 people representing a diverse cross section from throughout Maryland. The intent of PlanMaryland is to provide a framework, process and actions for furthering Smart Growth and for implementing the 12 Planning Visions that Governor O'Malley signed into law in the Smart, Green & Growing Legislation of 2009. The three primary goals of the plan are centered on growth, preservation and sustainability. The "growth" goal is to concentrate development and redevelopment in towns, cities and rural centers where there is existing and planned infrastructure. The "preservation" goal is to preserve and protect environmentally sensitive and rural lands and resources from the impacts of development. And the "sustainability" goal is to ensure a desirable quality of life in our communities and rural areas while preserving the significant natural and cultural resources that define Maryland. During a 120-day public comment period that continues until September 1, 2011, MDP hosted eight Open Houses. More than 500 people attended to learn about the plan and provide opportunity for feedback. We met with 500 additional people this spring to share information about the plan at meetings of local government officials and citizen

advisory boards; at breakfasts with business leaders, and at Urban Land Institute workshops with architects and builders.

Nearly 5,000 people have visited the Plan.Maryland.gov website in the 10 weeks since the draft plan was released. And dozens have submitted written comments, some running a few paragraphs, others running a dozen pages or more. After the draft plan is refined following the public comment period, Secretary of Planning Richard Eberhart Hall will present the plan to Governor Martin O'Malley in October 2011.

For more than 40 years, a State Development Plan for Maryland has been authorized in law. Until now, one has not been created and implemented. What began four decades ago as the seed of a good idea is now a necessity. Recent data indicate that we are not substantially reversing the trends of sprawling development and resource consumption of the last 60 years. The impacts on land resources, communities, greenhouse gas emissions and rural and natural resources are serious and growing - and to the detriment of quality of life for the current population and future generations. These trends are compounded by a rapidly expanding and aging population, sea level rise and other threats from climate change, global economic realities and the challenges of a post-petroleum era that is just beginning.

The State is projected to grow nearly 15 percent over the next 20 years with an additional 900,000 people. These forces require a new approach toward how we use land and resources. It is virtually impossible for the State and local governments and the private sector to address these intertwined challenges without first embracing a unifying comprehensive strategy. Throughout the plan, the use of the term "sustainable" means that as we develop land and conduct business, we maintain and enhance quality of life into the future without diminishing the land, water, air and natural and cultural resources that support it. This vision and strategic plan seeks to address Smart Growth not just as a suburban/exurban issue but to emphasize sustainability across all corners of the state.

II. Specifications and Scope of Services

MDP is using multiple means to communicate the plan and to solicit feedback from the public, from municipal and county officials and others about how to improve it before the final draft is presented in October 2011. Among various tools, we've established the website Plan.Maryland.gov. It is separate from the agency's website to create an identity for the plan and also because PlanMaryland is not just the work of MDP but a collaboration involving more than a dozen state agencies whose missions in transportation, housing, education, natural resources, the environment, agriculture, energy and public infrastructure are both impacted by

and have enormous impacts on growth patterns in Maryland. As part of that website, we created an “[interactive map](#)” using geographic information systems (GIS). Users can type in any address in Maryland and see where the property falls in areas defined by the draft plan at least preliminarily for future growth, maintenance or preservation. They can also comment in that application.

We have nearly 2,000 followers on social media, including [Twitter](#), [Facebook](#) and [YouTube](#). We launched blogs titled [SmartGrowthMaryland](#) and [PlanMaryland](#) to report on general growth issues and plan developments. And we met with about 1,800 people during planning forums in 2009 and 2010 and in meetings with individual stakeholders such as chambers of commerce, environmental organizations and ethnic commissions. We know, however, that reaching thousands of people in a state of 5½ million is a beginning, not an end. We also know that communicating a message about the importance of sustainable land use whose consequences might not be felt for decades is difficult in a world of 24-hour news cycles.

To help communicate the importance of sustainable land use planning, we wanted to devise an interactive simulation (“sim”) exercise. We invite ideas for how to do this. **We have not settled on a scenario at this point, but in general are seeking an interactive web application/game/tool to help communicate the message that public decisions about land-use have major impact on numerous quality-of-life issues such as air and water quality, traffic, economic development, public investment in infrastructure.**

In one interactive web scenario we’ve considered, participants would make choices about where to place blocks of population. Those choices would result in different outcomes for the environment, energy resources, etc.

A “live” version of that type of exercise has been popular for years in planning circles such as the “[Reality Check](#)” sessions where people use Lego blocks to “model” how they want their regions to look. A similar exercise was called “Paint the Region.” And, the sim-type computer games have been popular for years, recently in the FarmVille/CityVille series on social networks.

Another example that depicts “choice-making” interactivity is a scenario tool that was developed for [Chicago's 2040](#) planning efforts. The gauges shift to reflect impact of choices on:

- Land consumption (more density, less consumption)
- Potential for greater mass transit (more density, esp. near existing rail stations, greater potential)
- Highway congestion (less density, less mass transit, more congestion)
- Government costs (less density, higher infrastructure costs)
- Housing affordability (more density, less property, greater affordability)



Figure 1-Go To 2040 Chicago

Another concept with similar “sustainability choices” is the [Maryland Genuine Progress Indicator for Smart Growth](#) developed in 2010, although we envision something more interactive and user-friendly.

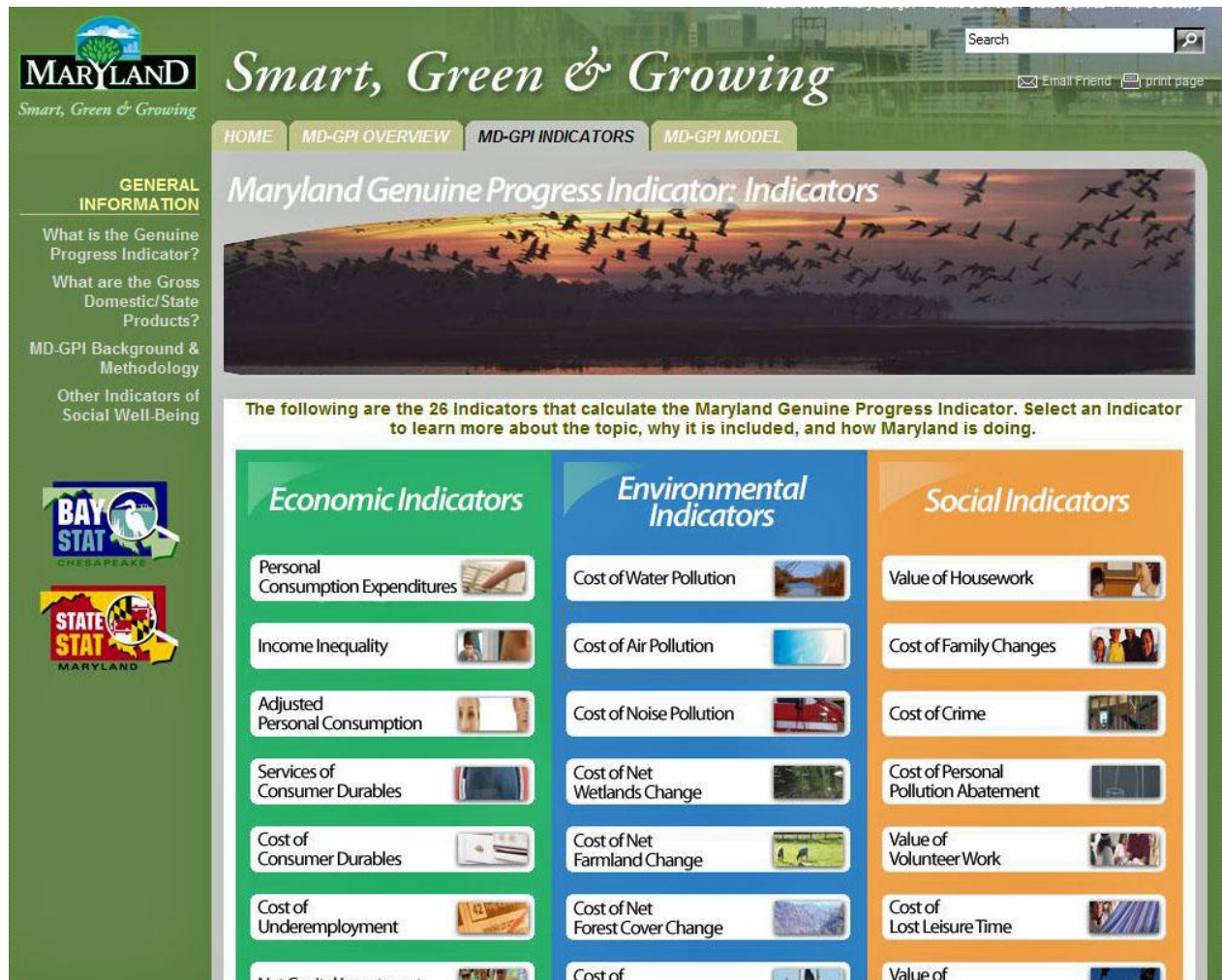


Figure 2-Maryland SGG-GPI

Again, our goal in developing this application is to communicate a cause-and-effect that's not so easy to visualize (in spite of the fact that the impact of much of the past half-century of residential sprawl development is all around us.)

Another concept considered would be to give users/players virtual “blocks” to represent expected population growth for the state during the next 20 years. They would be prompted to allocate which blocks should go where, and at what densities, until they deplete their expected population (household) increase. Each block could represent a set amount of population – 10,000 possibly? The tool might be developed at a county or regional-level that would allow users to do the exercise with our projections on an individual county, presumably their own. Under that concept, block choices might be tied to a sidebar of "impacts," such as

nitrogen/phosphorous levels in the bay, farm acres preserved, vehicle miles traveled, etc. Perhaps another one could be mass transit efficiency/opportunity increases as density reaches certain level. (The tool could use MDP's real population estimates, although it might be overly complex and time-consuming to develop a tool processing actual data on environmental impacts.) We are primarily interested in being able to conceptualize how X-amount of people on X-amount of land would have Y-effect on pollution, roads, air. In other words, we want to develop an interactive educational exercise that would demonstrate that if we spread folks across a lot of land it will have a different (and often less favorable) impact than if we allocate that expected growth on less land, specifically where the growth would be better suited.

The goal of this project would be that people walk away with a better understanding of the various impacts and may be have a little fun in the process, which would help them remember the message, too. We need graphics and design work to create the introduction and structural elements for the game itself. We will provide the technical interface linking the game to the underlying data. Ideally this would be implemented as a web-based application.

In proposing a design concept, the vendor could employ information that is readily available on the [Maryland Department of Planning's website](#) and the [PlanMaryland website](#), such as the “Measles maps” that show the widening “red tide” of growth trend in Maryland from 1973 to 2002 to 2030.

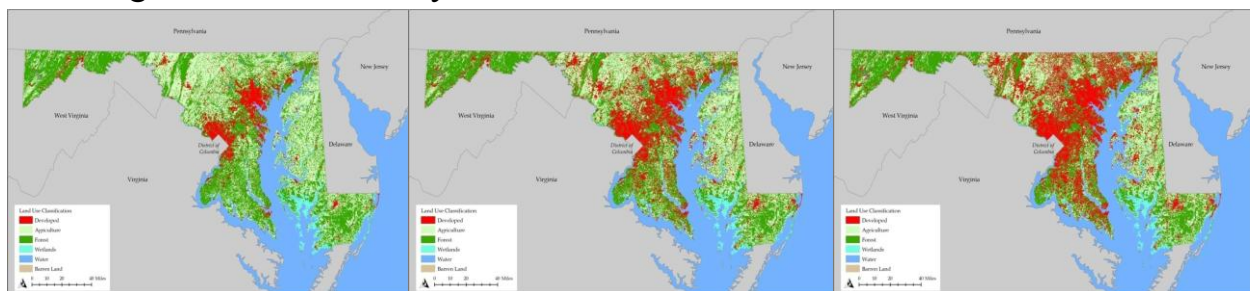


Figure 3-MD development "measles maps"

III. Background on Maryland Department of Planning

The Maryland Department of Planning (MDP) provides data, trend analysis, research assistance, and policy development and implementation support for local governments, communities, businesses, and organizations. The Department provides technical assistance, local program review and planning design services for Maryland's counties and municipalities. As MDP monitors and forecasts changes in development and land use throughout the state, we create and produce research tools and resources to assist in planning for Maryland's future.

Information on demographic, socio-economic, political, cultural, geographic and land-use trends is collected, analyzed, and distributed in multiple formats. With computer mapping and geographic information systems, MDP supports map display and analysis of census data, satellite imagery, aerial photography, land-use and parcel data to enhance and assist growth management and land-use planning across the State.

As chair of the Smart Growth Subcabinet, the Secretary of Planning and the Maryland Department of Planning oversee the implementation of Governor O'Malley's programs to revitalize Maryland's existing communities.

The Department has a number of specialized offices, including:

- **State Clearinghouse for Intergovernmental Assistance** facilitates intergovernmental review and coordinates applications for financial assistance, nominations to the National Register of Historic Places, direct federal development programs, draft environmental impact statements, and State plans requiring gubernatorial review.
- **Planning Data Services** collects, analyzes, and publishes social, economic, and geographic information relating to the State and its political subdivisions; identifies and evaluates development issues; prepares reports and studies on specific topics; and disseminates U.S. Census and U.S. Department of Commerce information.
- **Local Planning Assistance** provides technical services to support the planning and management capacity of local governments. The department's Baltimore, Cumberland, and Salisbury, offices provide technical assistance to local governments, business, organizations, and the public.

More information is available at Planning.Maryland.gov

IV. Specifications

A. Specifications for the project are as follows:

1. This project will result in web graphics and design work to create the introduction and structural elements for an online educational game to promote PlanMaryland, the new State Growth Plan being submitted to Governor Martin O'Malley in October 2011.

2. This work should be implemented as a web-based application. We will provide the technical interface linking the game to the underlying data.

3. Collaborate with the Director of Communications and Education of the Maryland Department of Planning. An initial meeting with the Maryland Department of Planning staff will be required after the bid is awarded. This meeting shall be scheduled within five (5) working days of the award of the contract, by Friday, September 2, 2011.

4. To execute the design concept, it will be necessary to employ information that is readily available on the [Maryland Department of Planning](#) website and the [PlanMaryland](#) website.

5. MDP shall retain, own all rights, title to and interests in any work, materials and other types of intellectual property (Intellectual Property) that are generated, conceived or created pursuant the contract.

6. Proposals should include a listing of anticipated data sets that MDP would provide as basis for the game.

7. All graphics and maps also must be accompanied by supporting databases in order to ensure that all graphics can be made accessible and compliant with the Americans with Disability Act, Section 508 requirements.

8. Proposals should indicate the project manager/leader that will be responsible for this task. We envision this work would be completed in a workshop setting with MDP staff being available to review available datasets, existing web applications, etc.

9. Proposals should indicate the format the graphics will be provided in.

B. The consultant will provide the following services:

1. Propose approach and design for an interactive game/tool to help communicate and educate users on the “smart growth” principles behind the State Growth Plan known as PlanMaryland.
2. Conceive and execute graphics and design work to create the introduction and structural elements for the game itself.
3. Work with the Director of Communications & Education and members of the Communications, IT and GIS divisions of the Maryland Department of Planning in throughout the editing and drafting of the final report. At a minimum the selected candidate shall meet with Maryland Department staff via phone, email or in-person meeting(s) a minimum of once a week.

C. Time frame

1. Pre-proposal conference call for potential bidders to ask questions or get clarification will be held at 11 a.m. Thursday, July 28, 2011. Call-in number is (888) 296-1938. Participant Code is 842270.
2. Offeror proposals due to Maryland Department of Planning on or before 5 p.m. on Monday, August 15, 2011.
3. Offeror will be selected by 5 p.m. on Thursday, August 25, 2011.
4. Draft of design/interactive concept with conceptual sketches is due by 5 p.m. on Tuesday, September 20, 2011.
5. The comment period on the draft will be September 21-30, 2011.
6. All work on the graphics and design work must be completed by 5 p.m. on Friday, October 21, 2011.

V. Qualifications

The consultant will have the demonstrated ability to design web graphics. A portfolio of past work examples shall be forwarded with the proposal.

VI. Selection Criteria

MDP will award the contract to the responsible Offeror whose proposal is the most advantageous, in the determination of MDP. The selection of the consultant will be based upon the following factors that should be addressed in the proposal:

1. Professional qualifications
2. Demonstrated ability to devise creative solutions and design for web applications
3. Experience with comparable projects
4. Ability to complete the project within the time allotted
5. Financial Proposal

Should fall within range of agency Small Procurement – under \$15,000

The total length of the proposal should not exceed four (4) pages, excluding exhibits and appendices. Attach at least three design samples. Samples will be returned on request. Please limit resumes and information on other projects to the person who would be directly involved in this project, and to projects that are similar to this one. Submit resumes and similar project descriptions as appendices to the four (4) page proposal. Following submission and review of proposals, personal interviews may be scheduled.

V. Financial Proposal and Payment Schedule

1. All proposals shall include a Financial Proposal. The contract will be awarded for a firm fixed price. The financial proposal shall include all costs associated with the project including travel time, out-of-pocket expenses, meeting times and design work preparation. The financial proposal shall be submitted as a single not-to-exceed amount.
2. One third payable upon receipt of draft web design work
3. Two thirds payable upon receipt of the final web graphical design work.

VII. Proposal Submittal

Submit six (6) copies of the complete proposal. Send proposals to the Maryland Department of Planning, 301 W. Preston Street, Baltimore, MD 21201, to arrive no later than 5 p.m. on Monday, August 15, 2011. Any proposals not received in the Department of Planning by the date and time specified will not be accepted.

All proposals shall include the following mandatory exhibits:

Exhibit A - Mandatory Contractual Terms

Exhibit B - Bid/Proposal Affidavit

Exhibit C - Contract Affidavit

The proposal must include the name, address, telephone number and email address of the person to contact for further information and/or notification of the project award.

Maryland Department of Planning is not liable for any costs incurred by any consultant in preparation of a proposal. Direct inquiries to Andrew Ratner, Maryland Department of Planning, 301 W. Preston Street, Suite 1101, Baltimore, MD 21201, telephone (410) 767- 4544, (Email aratner@mdp.state.md.us) or Pamela Lacey, (Email placey@mdp.state.md.us).

Proposal must be submitted to Mr. Andrew Ratner, Director of Communications and Education, Maryland Department of Planning, 301 West Preston Street, Suite 1101, Baltimore, Maryland, 21201 on or before 5 p.m. on Monday, August 15, 2011. Offeror will be selected by 5 p.m. on Thursday, August 25, 2011.

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